Family-owned Flow Dental adds to its digital imaging product line

By Flow Dental Staff

Conversion from film to digital takes many forms. It’s not just the dental office that is moving from film to digital imaging. Flow Dental, long a leading manufacturer of dental film and film accessories, has also transformed its product portfolio to include unique products essential to every dental practice that has gone digital. We determined that our relevancy in a digital world would hinge on our ability to provide dentists with accessories that improve sensor or PSP (phosphor storage plate) usage and synch procedure workflow...no pun intended,” said Bill Winters, president of Flow Dental. “Dentists have really responded to our digital products. They realize the added value we put into each product. They don’t buy our products based on price, they buy based on the benefits to their practice and their patients.”

Take the PSP market. Today, one out of every eight phosphor plate users relies on Flow’s Safe’n’Sure line of PSP envelopes. Safe’n’Sure’s three product styles each offer elegant time-saving solutions to enhance throughput and productivity, while helping to extend the life and usage of the phosphor plates.

A great example of this is Flow’s Safe’n’Sure OPT style (Fig. 1). These PSP covers are designed for plates that include magnets, which account for about 25 percent of the market. Unlike any other product, Flow pre-loads the cardboard insert halfway into the PSP envelope. This allows the user to easily remove the plate, with touching it — thus prolonging and preserving the longevity of the plate.

Flow’s Deluxe Safe’n’Sure line was recently featured in a review by Clinical Research Associates. More than 50 percent of dentists who reviewed Flow’s Deluxe Safe’n’Sure would recommend it to their peers.

In the sensor area, Flow distinguishes itself with its new Snuggies, an adjustable sensor sleeve. Snuggies enables the user to cinch-tight the sleeve around the sensor, regardless of sensor size or thickness. This means the operator no longer must twist the sleeve around the sensor cable to keep it in place. These type of details help office productivity and reduce expensive sensor repairs or replacements.

Other sensor accessories include the Sensible’s adjustable sensor positioner (Figs 2A-2B), which enables the user to move from an anterior to a posterior to even a bitewing position — all with the same bite block. The bite block can be adjusted to any sensor, whether horizontally or vertically placed. It’s the only sensor positioner that can do all this.

Flow Dental is far from finished re-inventing itself. Its newest product is the Exposure line of articulating strips (Fig. 3). “As a leader in diagnostic products, we felt extending our line into this area made sense. Plus we built the machinery to make it right here in the USA,” Winters said.

Exposure articulating strips eliminate the need for forceps. They come with their own handles. “They’re easy to use and long enough to reach the back molars” Winters said. “Dentists will appreciate the added convenience of not having to search for forceps or get the ink all over their gloves,” Winters said.

Flow recently celebrated 40 years in business. Its sister company, Wolf X-Ray, is celebrating more than 80 years of service to the medical imaging market. “As a family-owned business — much like the majority of dental offices we service — we are proud to be a valued provider of unique and elegant products, and the best is yet to come,” Winters said.

For more information on Flow’s products, visit www.flowdental.com or contact your local dealer.

Fig. 1. Flow’s Safe’n’Sure OPT-style PSP covers are for plates that include magnets. Flow pre-loads the cardboard insert halfway into the PSP envelope, eliminating a time-consuming step and assuring the plate can never be loaded incorrectly. Photos/Provided by Flow Dental

Fig. 3. Flow Dental’s newest product is the Exposure line of articulating strips, made in the United States (and no forceps needed).

special Endo Introductory Kit, which includes 12 F360 files in size 025, 12 F360 files in size 035, the Komet AK10 file for pre-enlargement of the canal, a pack of paper points and a pack of gutta-percha points.

About Komet USA

Celebrating its 91st year in the dental industry, Komet is a recognized worldwide leader in the production of highly specialized, precision dental rotary instruments.

Komet operates in the United States under the name Komet USA and sells directly to dental practitioners and dental laboratories. The company’s U.S. headquarters is in Rock Hill, S.C. For more information about Komet USA or the F360 endodontic file system, call (888) 566-3887 or visit www.komet-usa.com.